



# FACTS

The above Reproduction of the Original Telegram, Receipt and Package, tell their own story.

The sky-rocketing financing of many banking and financial institutions caused the money market to assume a rather dubious complexion, which made it very unpleasant and costly even for the most legitimate enterprises.

THE URGENT CALL FROM SOME OF NEW YORK'S HIGHEST STANDING PIANO MANUFACTURERS SHOWED US that this was the opportunity TO MAKE USE OF READY CASH, THEREBY MAKING IT POSSIBLE FOR US TO OFFER TO THE BUYING PUBLIC THE MOST GIGANTIC SELECTION OF HIGHEST GRADE PIANOS AND PLAYER PIANOS, AT SAVINGS THAT WOULD BE SUFFICIENTLY INDUCING TO EVERYONE; HENCE, it is that we have on our floors, in storage on rails and boats in transit, HUNDREDS OF HIGHEST GRADE PIANOS AND PLAYER PIANOS SECURED BY \$20,000.00 READY CASH, THAT WE CAN OFFER WITH ABSOLUTE SURETY AS TO QUALITY AND VALUE, AT 1-3 TO 1-2 THE ORIGINAL WORTH.

IF YOU HAVE EVEN ENTERTAINED A VISIONARY IDEA that you ought to be the possessor of A PIANO OR PLAYER PIANO FOR YOUR FAMILY, come to this sale at once.

This Sale Includes such Well-known Makes As

STEINWAY, CHICKERING, HENRY F. MILLER, HALLET & DAVIS, J. & C. FISCHER, B. SHONINGER, IVERS & POND, HUNTINGTON, SIMPLEX PLAYER PIANOS, APOLLO PLAYER PIANOS, ELECTROVA, MARSHALL & WENDALL, MASON & HAMLIN, AND MANY OTHERS.

**Not one Style BUT FIFTY STYLES**

Anything you could ask for. Don't fail to at least call and investigate.

THE PLAUT-CADDEN CO.

## OUR GUARANTEE

Every instrument sold in this sale is absolutely unconditionally guaranteed. Each instrument is put through our work-shop (most complete in Connecticut) and thoroughly inspected by a competent piano builder to assure permanent satisfaction to the purchaser.

**FREE 30 DAYS' TRIAL**--We hereby agree to refund every dollar paid, without question, on any piano or player piano bought during this sale within 30 days, if said instrument is not satisfactory.

THE PLAUT-CADDEN CO.

*R. C. Plaut*  
President.

## TERMS

AS LOW AS

**\$5 down**

AND AS LOW AS

**\$1 per week**

NO INTEREST

## PRESS NOTICE

From the "Music Trades,"  
March 21st, 1914

(AMERICA'S most Authoritative Piano Trade Paper)

R. C. Plaut, of the Plaut-Cadden Co., Norwich, Conn., went to New York last week and closed a deal with a manufacturer for the purchase of a big stock of pianos for cash. Mr. Plaut was accompanied by Adeland Morin, head of the piano department. As a result of the purchase the Plaut-Cadden Company is preparing to conduct a big sale of new pianos.

STEINWAY upright, beautiful case, in perfect order—always sold at \$550—  
**For This Sale ..... \$200**

MARSHALL & WENDALL, mahogany case; a very nice piano for any home—always sold at \$300—  
**For This Sale ..... \$135**

Beautiful San Domingo Mahogany SCHUMANN & SON, all solid brass trimmed; beautiful tone—always sold for \$400—  
**For This Sale ..... \$210**

HENRY F. MILLER upright piano. A great favorite in New England. Always sold for \$450—  
**For This Sale ..... \$215**

Handsome RUDOLF mahogany upright—beautiful, sweet, rich tone—always sold for \$325—  
**For This Sale ..... \$196**

Fine Colonial BACH & SON mahogany upright piano—always sold for \$250—  
**For This Sale ..... \$130**

Fine Mission Oak BACH & SON, fine action and good tone—always sold for \$250—  
**For This Sale ..... \$130**

Beautiful large size HALLET & DAVIS, but slightly used, in perfect shape—always sold for \$500—  
**For This Sale ..... \$162.50**

HALLET & DAVIS, beautiful American walnut case, used for three concerts—always sold for \$365—  
**For This Sale ..... \$260**

**More Than  
\$20,000.00 worth  
of  
Highest Grade  
PIANOS  
and Player Pianos  
at 1-3 to 1-2 off**

**LOOK AT THE MAKES AND PRICES**



**READ This List CAREFULLY**  
FINE UPRIGHT PIANOS AND PLAYER PIANOS ALL FULLY GUARANTEED

MOLLENHAUER & BACH mahogany upright grand, pleasing action, full rich tone—always sold for \$350—  
**For This Sale ..... \$180**

HUNTINGTON Oak upright, good action, and good quality tone—always sold for \$300—  
**For This Sale ..... \$150**

CHICKERING upright, in first-class condition, pleasing tone and action—always sold for \$500—  
**For This Sale ..... \$205**

IVERS & POND mahogany upright, light, pleasing action, good resonant tone—always sold for \$450—  
**For This Sale ..... \$205**

B. SHONINGER mahogany upright piano. Exceedingly fine tone. Always recognized as a good value. Always sold for \$350—  
**For This Sale ..... \$180**

MASON & HAMLIN upright piano in fine order. Good tone and action. Always sold for \$500—  
**For This Sale ..... \$210**

DUNHAM & CO. piano in fine art case. All solid brass trimmed; solid copper bass. Strictly high-grade. Always sold for \$425—  
**For This Sale ..... \$215**

APOLLO 88-note Player piano, strictly newest model. Recognized the world over as one of the highest grade player pianos made. Always sold for \$900—  
**For This Sale ..... \$465**

Other Pianos and Player Pianos at half and one-third off. Every instrument unconditionally guaranteed.

**MOST OF THE LIST ARE FINE NEW PIANOS**

**VERY SPECIAL PRICES ON USED PIANOS**

GOOD UPRIGHT PIANO, \$75.00, worth \$125.00

NICE WALNUT UPRIGHT PIANOS, \$85.00, worth \$150.00

FINE MAHOGANY UPRIGHT, \$100.00, worth \$200.00

Many Others—Send For Complete List

**Come to This Great Sale Today. It will Last but a Short While. No Waiting. Your Piano will be Delivered at Once**  
**OPEN EVENINGS DURING SALE**

FILL OUT THIS BLANK AND MAIL IT TODAY

THE PLAUT-CADDEN CO., Norwich Conn.

Please send me without cost or obligation to me complete list of pianos and player pianos in this sale with prices and terms.

Name.....

Address.....

(B)

## YOUR GREATEST CHANCE

There isn't one single excuse you can give yourself or your family for not now enjoying a piano in your home, because there is some piano you want here and the saving pays for about half of it. Further than this you will never miss the small monthly or weekly terms.

## TO MOTHERS AND FATHERS

Happiness of the home is to be considered. Circumstances of this great sale make it easy for the parents to have a piano in the home and give the children a musical education. Certainly the piano will make a home the happiest place of all. Here is your chance at a very small outlay.

**The Plaut-Cadden Co.**

Established 1872

PLAUT-CADDEN BUILDING,

NORWICH, CONN.